GOVERNMENT OF INDIA
AGRICULTURE AND FARMERS WELFARE
LOK SABHA

UNSTARRED QUESTION NO:1628
ANSWERED ON:08.03.2016
Awareness about Research Work
Reddy Shri Ponguleti Srinivasa

Will the Minister of AGRICULTURE AND FARMERS WELFARE be pleased to state:

(a) whether the Government is considering to bring out immediately a clear cut mechanism/institutional arrangement for creating awareness about the research work, modern ways of using the animal products and synergic use of the modern and best traditional practices on a wide scale to cover beneficiaries at every block/panchayat level; and

(b) if so, the details thereof and the manner in which the mechanism is likely to be beneficial to the farmers?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FARMERS WELFARE (DR. SANJEEV KUMAR BALYAN)

(a) & (b): A number of institutional mechanisms are in place to make farmers aware of the researches, technologies and best practices generated by ICAR Institutes, Agricultural Universities (AUs) including KVKs across the country. Regular training programs (on and off-campus), demonstrations, goshthis, farmer-scientists interaction, advisories, animal health camps, Livestock Mela etc. through leaflets, pamphlets, folders showing the development of diagnostics and clear clinical pictures in animals and its management are distributed. Technologies also demonstrated to various stakeholders for wide scale application to cover the beneficiaries under Mera Gaon Mera Gaurav program and other regular extension activities of the institutes. Web based information is available for the farmers through institutes' web pages both in Hindi and English (comprising all about livestock, livestock e-library, Farmer"s Hindi corner, Ask the experts etc.) at Institutes website, Institute toll free number for solving the farmers queries. Under Tribal Sub Plan (TSP), awareness camps, regular health camps free vaccination camps are organized in different Villages / Blocks / Panchayats all over the country where the farmers are benefitted. Dissemination of information through Doordarshan & Radio programmes etc, regular awareness programs on profitable utilization of animal byproducts like pet food, meat and bone meal, biogas and compost production from livestock dung are also taken up.

Government of India, has launched a 'National Mission on Agriculture Extension & Technology (NMAET)' with effect from 01.04.2014. Sub-Mission on Agriculture Extension (SMAE) is one of the four Sub-missions of the NMAET. Under SMAE efforts are being made to educate farmers and youths by providing updated knowledge and information related to agriculture & allied sectors through various initiatives viz. Support to State Extension Programmes for Extension Reforms (ATMA), Mass Media Support for Agriculture Extension (MMSAE), Setting up of Agri-Clinic & Agri-Business Centres (ACABC), Kisan Call Centres & Organization of Agricultural Fairs and exhibitions. New ICT initiatives include sending SMS/advisories to farmer on their mobile phones. Massive awareness generation and educating farmers is already on through Fairs, Field Visits, Farm Schools, Demonstrations in agriculture as well as all allied sectors at Block & District level under ATMA Scheme which is operational in 652 districts of the country. A Doordarshan Channel in the name DD Kisan has been rolled out recently which exclusively broadcast information related to agriculture and allied activities including animal science technologies. Through mkisan portal also mobile based SMS messages are sent on animal science technologies. In addition to increase the coverage of farmers, various extension activities like Field Days, Kisan Gosthies, Exhibitions, Farmers fair/Seminars, Demonstrations, Group Meetings, Awareness Campaigns on different areas of farmers' needs, Exposure visits, Diagnostic visits, Scientists' visits to farmers' fields etc. involving the farmers of the locality are carried out.

****